



(19)

(11) Publication number: 08163538 A

Generated Document.

PATENT ABSTRACTS OF JAPAN

(21) Application number: 06332017

(51) Intl. Cl.: H04N 7/173 H04H 1/08 H04

(22) Application date: 12.12.94

<p>(30) Priority:</p> <p>(43) Date of application publication: 21.06.96</p> <p>(84) Designated contracting states:</p>	<p>(71) Applicant: SONY CORP</p> <p>(72) Inventor: YOSHINOBU HITOSHI</p> <p>(74) Representative:</p>
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(54) TWO-WAY BROADCAST SYSTEM AND RECEIVER FOR TWO-WAY BROADCAST

(57) Abstract:

PURPOSE: To attain audience rate with high accuracy quickly by receiving multiple broadcast including return destination information and sending a channel selection history to a reply destination in response to a transmission trigger.

CONSTITUTION: A receiver system 20 of a TV system receiving multiple broadcast including reply information destination from a system 10 of a broadcast station and having an adaptor 22 and a TV receiver 21 or the like separates and decodes reply destination information and a telephone set 24 is connected to the system 10 via a telephone line 31 via a telephone set system 30. Then a channel selection history collected by the reply of each system 20 is sent via a line 31 to the system 10 in response

to the transmission trigger of a channel selection history transmission request from the system 10. Thus, an audience rate is made by the broadcast station with high accuracy quickly.

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